

Atlas Illuminates Future Campaign Decisions

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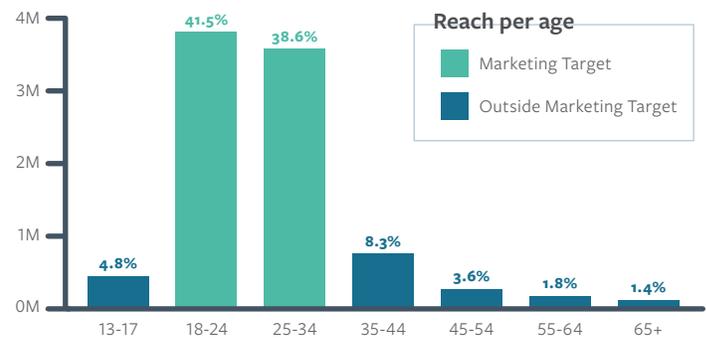
The Clients:

Digital agency 55 recently managed a French campaign for its client Ferrero to promote Tic Tac candy as part of a larger tie-in with the animated, global box-office hit “Minions.” 55 implemented Atlas as a measurement tool to gauge the campaign’s success in reaching its primary target audience. Ferrero is a well-known Italian confectionery company and the third largest chocolatier in the world.

The Question:

For this case study, Ferrero and 55 were primarily concerned with post-campaign analysis. Creative and media for the Tic Tac “Minions” campaign were carefully designed to reach adults 18-34, and validating the campaign’s ability to reach the target demo was a top priority. Since some media buys were predicated on declarative demographic targeting and others contextual, the client wanted to determine which approach was more successful, both for this campaign and for future media placements. As an added benefit, 55 knew that by tracking the campaign with Atlas, it would be able to deliver a true, cross-device depiction of the publishers and channels that had been most efficient in reaching the target audience.

The Results:



Source: Atlas data, June 15—July 23, 2015

Atlas’ people-based, cross-device delivery and measurement confirmed that the campaign overwhelmingly hit its goal: more than 80% of all impressions came from adults 18-34 — a total number so large, it actually makes up 56% of France’s entire internet-using population. Atlas also clearly demonstrated that the campaign’s demographic buys were more efficient than its contextual buys (70% vs. 56% of the target demo).

Due to the success of its first campaign with Atlas, 55 plans to utilize Atlas’ people-based delivery and measurement for all of its major clients moving forward.

“Following 55’s advice, we tracked a digital campaign with Atlas in order to measure media target reach for the first time. This enabled us to validate that our Tic Tac ‘Minions’ campaign accurately reached our target audience and gave us significant insights for our media buying in the future.”

GUILLAUME DU GARDIER
Head of Digital, France, Ferrero